



February 22, 2007

TO: Transportation Authority of Marin Commissioners

FROM: Dianne Steinhauser, Executive Director

RE: Annual Report Format & Distribution Plan, Agenda Item 10

Dear Commissioners:

### **Executive Summary**

TAM is required per Public Utilities Code 180111 to publish an annual report each calendar year. This report attests to TAM's fiscal, programming and planning responsibilities, and can serve as a public outreach tool that describe TAM's accomplishments over the time period covered and its future activities.

**Recommendation: Staff recommends the Board review and approve the format of TAM's 2006 Annual Report, and adopt the recommended printing plan for the reports and postcard.**

TAM is required per Public Utilities Code 180111, to prepare and adopt an annual report each calendar year, demonstrating progress made to achieve the objective of improving transportation conditions related to priority highway operations and local transportation needs. This report can serve as a public outreach tool that describe TAM's accomplishments over the time period covered and its version for the future.

Staff launched the development process for the TAM Annual Report in December. Suggested contents for the reports are scheduled for your review at the March Exec Committee meeting. After review of annual reports prepared by other Bay Area transportation authorities and TAM's 2005 annual report with TAM's public outreach consultant team, CirclePoint, staff suggests a format as follows for the TAM Annual Report:

34" x 11" gate-fold (Four Panel)  
Four Color, both sides  
Bond card stock  
Matte Finish

Staff has also recommended producing a TAM annual report postcard (5"x7"). The postcard will be similar to the one produced for the 2005 TAM annual reports, announcing that the TAM and COC annual reports, as well as TAM's FY 2005-06 Fiscal Audit Report are available and where to locate them (both physical and electronic copies). Staff would like to propose a larger print run for the postcard and smaller print runs for the annual reports to save printing and mailing costs.

Costs to print the TAM annual report designed in the above format and postcard are estimated in the tables below:

	<b>Annual Report</b>	<b>Postcard</b>
<b># Of Copies</b>	1000	2000
<b>Total Printing Cost</b>	\$2,500	\$600
<b>Unit Printing Cost</b>	\$2.50	\$0.30

**Recommendation:**

**Staff recommends the Board review and approve the format for TAM's 2006 calendar year annual report, and adopt the recommended printing plan for the report and postcard.**

**Attachment:**

Staff will bring mark-up of the TAM Annual Report to the meeting for review